

NORTHWEST PARTNERSHIP FOR WORKFORCE DEVELOPMENT Training Announcement

Title:

Develop Smart Solutions for Your Business Customers

Content:

Last year's training with Melanie Arthur was well received; the Washington Workforce Association (WWA) and Employment Security are bringing Greg Newton and Associates' Sandra Hastings to deliver seminars:

Module 1: Developing a Business-driven System

Module 2: Developing and Maintaining Relationships with Local Businesses

Shift the focus even further from "contacting business for job openings" to offering a comprehensive array of services to meet your customer's needs. Build even stronger relationships with your customers so they turn to you first whenever they have a business problem.

Presenter:

Greg Newton and Associates' Sandra Hastings

When/Where:

Module 1: Developing a Business-driven System

Module 2: Developing and Maintaining Relationships with Local Businesses

Oct. 10: Module 2, Spokane, \$150

Oct. 27 and 28: Modules 1 & 2, Seattle, \$275

Suggested Audience:

Staff providing business services

Supports the Following Professional Competency:

Customer Service

Learning Objectives:

- 1) How to connect the WorkSource services to high demand industries;
- 2) How to retain the loyalty of current Business Services customers; and
- 3) How to develop a strategic marketing approach to prospective and current business service customers.

Cost per Participant:

Oct. 10: Module 2, Spokane, \$150

Oct. 27 and 28: Modules 1 & 2, Seattle, \$275

Method of Registration:

For more information, contact Marie Tyvoll at 360-693-1314 or mtyvoll@washingtonworkforce.org or pwilkins@esd.wa.gov (registration).

*If you need an accommodation for this event, please call the training coordinator.
Requests must be submitted no later than 14 days in advance of the training.*